



Code of ethics and business conduct

Blockchain Education Limited (BEL), Company registration number 11290259, 20-22 Wenlock Road, London, England, N1 7GU, contact@blockchainedu.global



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Message from the CEO

Thank you for joining me in my efforts to change humanity and create opportunities for all. I believe that life is the greatest gift and knowing what you want from life is the greatest blessing. The greatest challenge is to achieve your goals whilst retaining your dignity and integrity. True greatness comes from acting for others. If you are looking for the place to start to meet this challenge then start here.

My purpose is to instill in each one of you the values that have enhanced my life greatly and enabled me to attain my goals both personally and professionally. These values are: integrity, teamwork and honesty. I have therefore joined forces with great leaders and experts from all industries and created a consortium of businesses, so the next generation can inherit. I aim for continuous growth, what do you aim for?

Dr. Ghefari Dulapandan

CEO

Our Vision

Our vision is to enrich humanity and alleviate poverty.

Our Motto

Creating legacy through the community!

Our Mission

Our mission is to create a sustainable and stable ecosystem and educate people on the latest market trends and self-development.

Message from the management team

Welcome to Blockchain Education Limited (BEL)

At BEL, how we live and how we lead is truly important to us. We go further and empower our people and our communities to act with a sense of responsibility and make ethical behavior a natural part of what they do every day- with each other, our clients/ users and business partners, and our member communities. We know that Blockchains and Cryptocurrencies offer a new vision for the economic and financial transactions and will play a major financial role in the future for everything of value and will revolutionize the world through innovative technology.

Our aim is to only act with integrity, responsibility, accountability and transparency as we help to build blockchains and sustainable and stable ecosystems to support communities and educate people to a new era of crypto technology.

As part of our commitment to sustainable growth, we have designed this Code to help us meet our obligations, show respect to one another and act with integrity in the marketplace. This represents our roadmap and compass for doing business the right way and reputation rests on how each of us conducts ourselves and how we conduct ourselves collectively as a company to help the community and our users.

Please do read the Code always bearing in mind that each of us has a personal responsibility to incorporate and to encourage others to incorporate our ethos. If your values and behaviors and ethical approach are different to ours do not follow nor join us.

Any amendment or waiver of our Code may only be implemented by order of the Board of Directors. We reserve the right to make unilateral changes to our Code or company terms and conditions, policies at any time or/and required by upcoming law into the crypto industry. It is a mandatory requirement to comply with the Code of Ethics always in all dealings with our Company and our products and services.

Dr Ghefari Dulapandan, CEO

Andras Szekely, IT

Adrian Necsoiu, Marketing

Josip Bosnic, Operations

Our ethical principles

Integrity We are honest and choose the path of integrity in all business transactions and dealings with others.

Respect We choose our words carefully as we genuinely care for people and treat individuals with respect and dignity. Insult, malice, harassment and exclusionary behaviour is not acceptable. Prohibited behaviour includes, but is not limited to: threats of violence, discriminatory jokes and language, sharing or displaying sexually explicit or violent material, advocating for, or encouraging any inappropriate behavior.

Teamwork We work together as a team to benefit the communities we serve.

Transparency We promote full, fair, accurate, timely disclosure of our business decisions.

Competence We can find strength in diversity, we have no time for poor performers, we focus on resolving issues and learning from mistakes.

Communication We share relevant information effectively with each other but also know how to protect the confidentiality of our information.

Compliance Ensuring compliance always with applicable laws, rules and regulations.

Innovation We innovate and seek new and creative approaches to crypto markets.

Quality We incorporate excellence and quality in our work and strive to continuously improve and make a difference.

Fairness We deal fairly with all our clients, users, suppliers, partners, colleagues, members and representatives.



PART 1. CONDUCT

1.1 Contact and Communications

1.1.1 Public Relations

All information disclosed outside of the company must be accurate, complete and consistent. If someone asks you for information (for example, the media or investors), be sure to notify our management team about the request. Please do not attempt to answer these questions yourself.

1.1.2 Email, Internet and Information Systems

BEL reserves the right to monitor, record, disclose, audit and delete without prior notice the nature and content of an employee's or contractor's activity or the activity of another authorized person (such as a Leader) using our company's email, phone, voicemail, internet and other systems, to the extent permitted by local law where the company operates.

1.1.3 Community Involvement (The JAAG Network)

If you are contacted and asked to discuss company business with any members of the press, investors or market analysts, do not provide any information. Instead, you should politely advise the outside party that you are not authorized to discuss the subject and refer them to our management team. Similarly, when using personal social media you should be clear that you do not speak on behalf of the company. You should always (1) take every possible precaution to ensure that you are not disclosing any confidential information about the company or its business partners (2) refrain from using any of the BEL trademarks without written permission from the Company's management team.

1.2 Conducting Business

1.2.1 Responsible Marketing

If you are involved in marketing, always market our products or services responsibly. Our product marketing must reflect our company's high ethical standards, and be truthful, understandable and in compliance with all laws. If you are involved in marketing, you should never make claims about our products or services without adequate substantiation and proper legal clearance from our management team and legal teams, overstate or misrepresent the qualities of our products or services nor use misleading or untruthful statements in our advertising.



1.2.2 Equal Opportunity

Collaboration or employment with us is based solely upon individual merit and experience directly related to professional competence and sharing of our ethos. We strictly prohibit unlawful discrimination or harassment based on race, color, religion, gender identity or expression, age, marital status, medical condition or any other characteristics protected by law. We will also make all reasonable adjustments to ensure we meet our obligations under upcoming laws relating to the crypto market.

1.2.3 Harassment, Discrimination, and Bullying

We prohibit discrimination, harassment and bullying in any form verbal, physical, or visual. If you believe you have been bullied or harassed by anyone at BEL or within the communities we work, we strongly encourage you to immediately report the incident to our management team who will promptly and thoroughly investigate any complaints and take appropriate action.

1.2.4 Competing Business

BEL places our JAAG Network Leaders and JAAG network members in a position of trust and respect within the Network, therefore, BEL expects for the duration of the engagement with the Company, as a representative of the Company, its products or services, to conduct their business on exclusive basis to BEL and that they will not have an interest as director, member, partner or shareholder or actively promoting (directly or indirectly), as agent or principal/distributor another business similar to or competitive with BEL (“Competing Business”). BEL forbids members to solicit the custom of a Network Participant for the benefit of a Competing Business.

PART 2. OBLIGATIONS

2.1 Promote Ethical Business Practice

2.1.1 Who Must Follow Our Code?

We expect all our employees, contractors, Leaders and Board members to know and follow the Code. Failure to do so can result in disciplinary action including termination of employment/collaboration or status. Moreover, we expect all our users, members, consultants, and others within the community we serve who may be temporarily assigned to perform work or services for or on behalf of the company to follow the Code in connection with their work for us. Failure of a contractor, consultant, or other covered



service provider to follow the Code can result in termination of their relationship with the Company and potentially legal action taken against any damaging, disruptive, malicious behavior.

2.1.2 Avoid Conflicts of Interest

When you are in a situation in which competing loyalties could cause you to pursue a personal benefit for you, your friends, or your family, at the expense of BEL or our users, you may be faced with a conflict of interest. All of us should avoid conflicts of interest and circumstances that reasonably present the appearance of a conflict or Competing Business interference.

2.1.3 Privacy, Security, and Freedom of Expression

Always remember that in a cyber world we are asking users to trust us with their personal information. Preserving that trust requires that each of us respect and protect the privacy and security of that information. Our security procedures strictly limit access to and use of users' personal information and require that each of us take measures to protect user data from unauthorized access and this is handled in line with applicable general data protection laws.

2.2 Use of the Company Property

Our intellectual property is an invaluable asset that must be protected always. Trademarks, materials, facilities, technology, software, information, marketing plans, improvements, inventions, unpublished data and reports, services or products are registered and owned by BEL and/or its partners, we have a duty to safeguard these assets against theft, loss, waste or damage and ensure we use them only in the most efficient and sustainable way. The use of trademarks or the publication of copyright materials may only be undertaken with the written authorisation from BEL Board of Directors and for legitimate business purposes. Furthermore, our trademarks should never be used in a degrading, defamatory or otherwise offensive manner.

PART 3. COMPLIANCE

BEL complies with all laws that prohibit money laundering or financing for illegal or illegitimate purposes. We have embedded the Know your customer's (KYC's) standards in all our protocols.

BEL will administer its dealings in a manner that is conducive to compliance of the Code of Ethics.



PART 4. CONTACT AND COMPLAINTS

If you have a question or concern regarding compliance, email compliance@blockchainedu.global. This will be investigated and answered within 48 hours.

PART 5. ACKNOWLEDGEMENT

This Code is a summary of our expectations, it does not spell out every possible ethical scenario we might face in business, so we rely on one another's good judgment to uphold a high standard of integrity for ourselves, our community and our company. We expect all employees, representatives, users, partners and collaborators to be guided by both the letter and the spirit of this Code. Sometimes, identifying the right thing to do is not an easy call so we are here to help.

As a member of the Company, user of the Company's products and/or services, I acknowledge that once I operate within the community it is deemed I will act in accordance with this Code and the community ethos:

- I will carry out my activity in an honest and correct manner, behaving and conducting my business in a morally, legally and financially dignified manner and not engaging in deceptive or illegal practices. I am aware of being personally responsible for any legal and/or economic commitment that I will contract as a member of this Community.
- I will act with courtesy in establishing a relationship with others and I will be respectful to anyone I will meet during the construction of my business.
- I will conduct my business in a way that promotes my reputation and the good name of the Community and will not take part in activities that could discredit the Community, or other members.
- I will be sincere and honest in representing the products/services and I will not present in a distorted way the Compensation Plan and the potential gains indicated in it.
- I will be a coherent team-mate, acting in a positive way to grow the business aware that if the Community grows, everyone will benefit from it.
- I will be a respectful competitor not communicating to other offensive opinions on the competition nor carry duties for another business similar to or competitive with BEL while representing BEL.

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- I will not solicit crossline recruitment of members belonging to other sponsors in the Community.
- I will not solicit entry into the community through offers of money or promises of future spillover.
- I will be a careful and a thoughtful sponsor, I will take care of people and I will work for the construction of the business. I will fulfill my responsibilities including training, supporting my team members and maintaining contact with them. In no way will I interfere with their work, will I spend public words of blame or condemnation of them.
- In no way will I be able to act or speak on behalf of the company or the Community unless authorised by the Company's Board.
- It is my responsibility to read carefully and comply with the Company's terms and conditions and any policy and procedure made available on the Company's website/s and its pages and ask for clarification if I do not understand the terms or any of the Company's internet content. Usage of Company's services and purchasing of its products it is deemed I have accepted and understood the terms and conditions.

I understand that non-compliance with this Code or any part of it will lead to my account being frozen and my membership suspended with immediate effect.